

**WHAT IS CLAIMED IS:**

1. A method for providing media samples comprising:
  - receiving a request including at least one media keyword;
  - identifying one or more media samples that correspond with the at least one media keyword; and
  - in response to a selection to preview an identified media sample, providing the identified media sample to enable playback on a media device.
2. The method of claim 1, wherein the one or more media samples are identified in conjunction with search results from performing a search based upon the media keyword on a search engine.
3. The method of claim 1, wherein the one or more media samples are identified as links on a search results page of a search engine.
4. The method of claim 3, wherein a consumer is enabled to access other search results during playback of the identified media sample.
5. The method of claim 1, further comprising including a call-to-action statement during playback of the identified media sample.
6. The method of claim 1, wherein the media device plays the identified media sample on a branded player that is associated with a retailer.

7. The method of claim 6, wherein the branded player provides a link to a consumer to purchase media that corresponds to the identified media sample.

8. A method for providing media samples comprising:

receiving a search request from a consumer device, wherein the search request includes at least one media keyword; and

automatically providing a media sample that corresponds with the at least one media keyword to the consumer device,

wherein the media sample is automatically played on a media player associated with the consumer device.

9. The method of claim 8, wherein at least one search result is identified to the consumer device, and the consumer device is enabled to access the search result during playback of the media sample.

10. The method of claim 8, wherein the media sample is identified in conjunction with search results from performing a search based upon the at least one media keyword on a search engine.

11. The method of claim 8, wherein the media sample is identified as a link on a search results page of a search engine.

12. The method of claim 11, wherein a consumer is enabled to access other search results during playback of the media sample.

13. The method of claim 8, further comprising including a call-to-action statement during playback of the media sample.

14. The method of claim 8, wherein the media device plays the media sample on a branded player that is associated with a retailer.

15. The method of claim 14, wherein the branded player provides a link to a consumer to purchase media that corresponds to the media sample.

16. A system for providing media samples comprising:

    a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;

    a search engine for receiving consumer search requests from consumer devices, wherein the search engine identifies one or more media samples when a search request is received from a consumer, the search request includes one or more media keywords; and

    a media framework for retrieving an identified media sample selected by a consumer and for providing the media sample to the consumer device for playback on a media player associated with the consumer device.

17. The system of claim 16, wherein the search engine provides a link to the consumer device to access the identified media sample from the media framework, and

wherein the media framework maintains reports of identity of the search engine that referred the consumer to the media framework, for billing the search engine for provision of the identified media sample to the consumer.

18. The system of claim 16, wherein the media framework enables playback on the media player associated with the consumer device over a branded player.

19. The system of claim 16, wherein the search engine is operated by a retailer, and the search engine provides a web page with a link for the consumer to access to purchase media corresponding to the identified media sample.

20. A system for providing media samples comprising:

    a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;

    a search engine for receiving consumer search requests from consumer devices, wherein the search engine identifies a media sample when a search request is received from a consumer, the search request includes one or more media keywords; and

    a media framework for retrieving the identified media sample and for providing the identified media sample to the consumer device for playback on a media player associated with the consumer device.

21. The system of claim 20, wherein the identified media sample is automatically played back on the media player associated with the consumer device.

22. The system of claim 20, wherein the identified media sample includes a call to action message.